



Winter Weather Awareness Campaign Update



Wisconsin Emergency Management and ReadyWisconsin teamed up with Matt Kenseth in November and December 2010 for a Winter Awareness Public Safety Campaign. The following is a final report on that campaign.

Matt personally thanks everyone at WEM for asking him to be part of this project. Matt also says he would be honored to be a part of any further WEM efforts.



Winter Weather Awareness Campaign Update

By all measures our Winter Weather Preparedness Campaign was a huge success. Our goal: urge every driver in Wisconsin to get an emergency kit in their vehicle. We accomplished that goal by the following:

1) Celebrity Spokesperson

NASCAR champion and Wisconsin native Matt Kenseth volunteered to be our spokesperson in two :15 second TV Public Service Announcements and one :30 second Radio Public Service Announcement. Those PSAs aired across the state from November 1-December 5 on nine local TV stations and two local radio stations as well as the statewide Badger Football and Hockey radio networks. Matt urged viewers and listeners to make a kit or go to our website and win a kit created by ReadyWisconsin. Here are some highlights:

-Total number of spots on TV: 740

-Total number of spots on Radio: 169

-Total number of spots on statewide Badger Sports Network: 10

Grand Total: 905

266 of those spots ran for free on stations which dedicated their PSA time to ReadyWisconsin in November.

Note: Several radio stations and cable TV outlets around the state have agreed to air the PSA for free throughout the winter.

To watch TV spot go to: <http://readywisconsin.wi.gov/winter/Kenseth.asp>



Winter Weather Awareness Campaign Update

2) Media Outreach

Emergency Preparedness Coordinator Tod Pritchard made 11 Radio and TV appearances urging listeners and viewers to go to our website and learn about winter emergency survival kits. Those appearances included:

- Wisconsin Public Radio
- WISC TV Madison
- WEAU TV Eau Claire
- WQOW TV Eau Claire
- WITI TV Milwaukee
- WHDG Radio Rhinelander
- WSAU Radio Wausau
- WTMJ Radio Milwaukee
- WFHR Radio Wisconsin Rapids

Tod also did three interviews in November on winter preparedness with Wisconsin Radio Network. That network consists of 79 AM and FM stations around the state.

WEM and ReadyWisconsin also sent out multiple press releases on Winter Preparedness. That information was published in several daily and weekly newspapers across Wisconsin.



Winter Weather Awareness Campaign Update

3) Web Page Exposure

We updated the ReadyWisconsin home page and internal pages to focus on Winter Weather Awareness. We created separate pages for users to win a kit or ice scraper, make a kit and buy a kit. We also had a separate page describing Matt Kenseth's efforts in this project.

November: 14,161 visitors

33,934 total page views

3731 views of "how to win a kit"

1511 views of "how to make a kit"

2164 hits on our "Matt Kenseth" page with our PSA

We had 3000 sign up for the Trivia Challenge. Out of those 3000, 700 specifically asked us to send them for ReadyWisconsin information. Those names will be entered into our Gov Delivery database so they can receive email information and alerts via email. We also had 55 people send us there worst winter weather survival story on our ReadyWisconsin Facebook page which extended our social media exposure and led to more "friend" sign-ups.

Please see the following pages for:

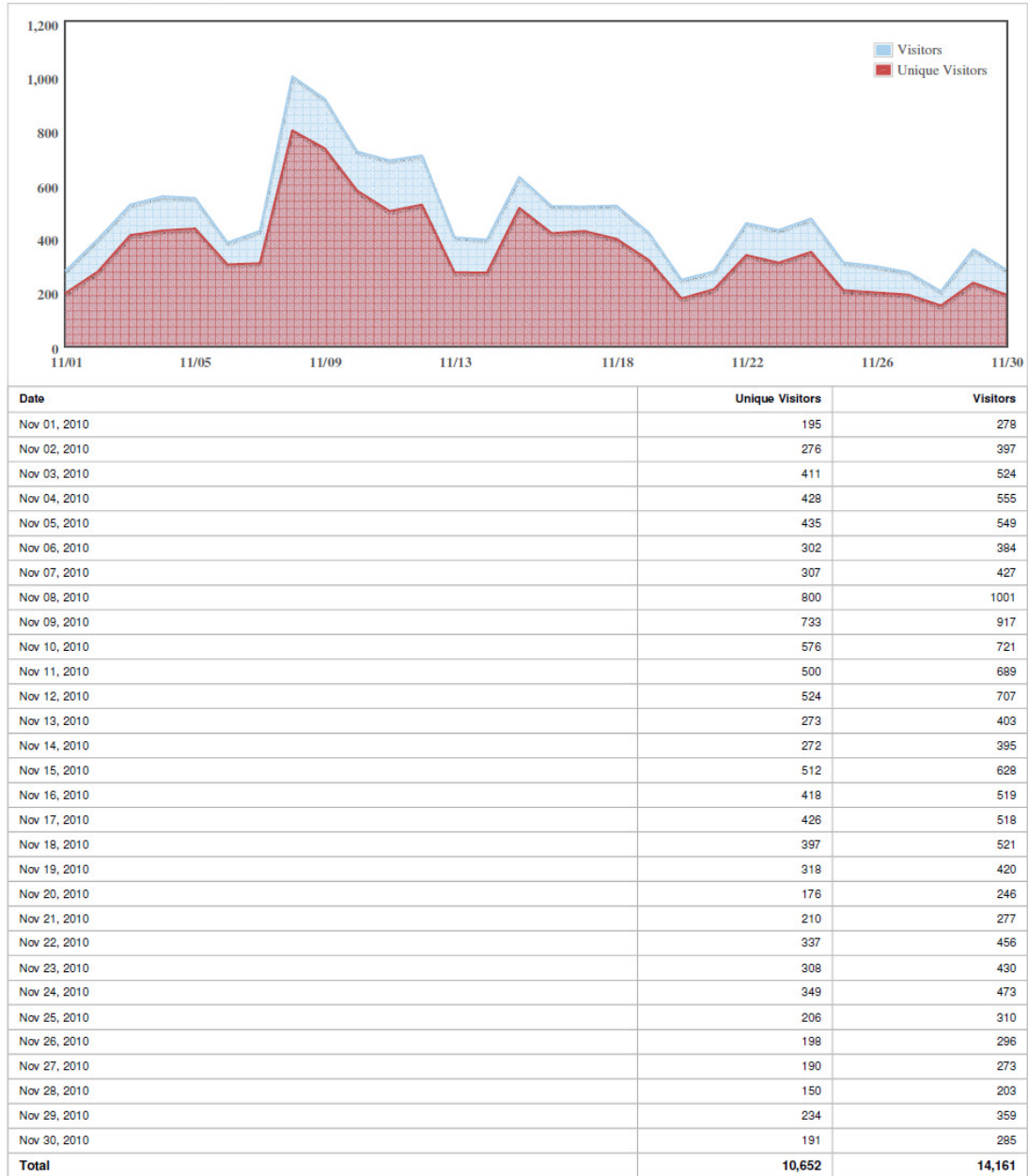
- Visitor Numbers

- Page views by day

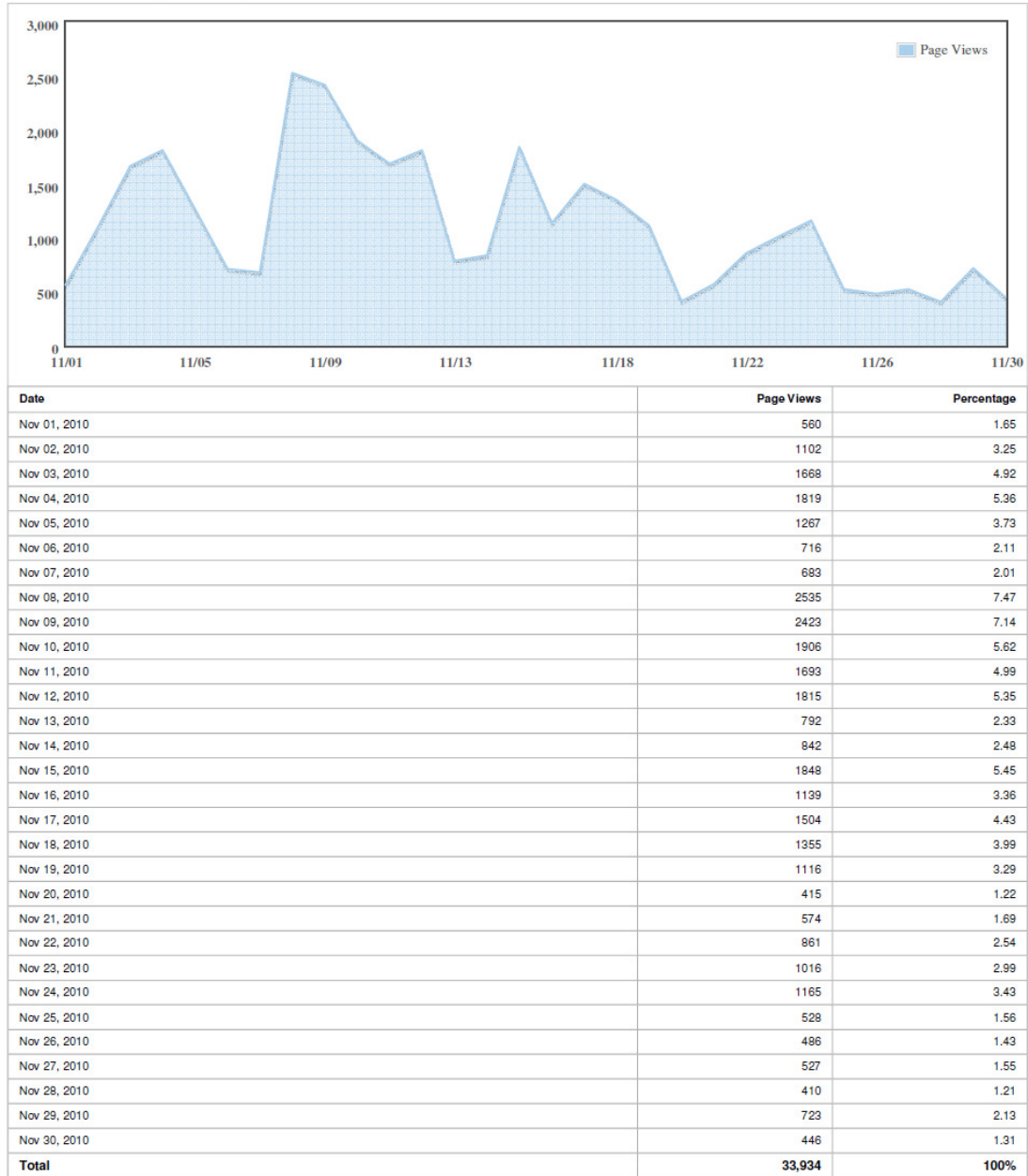
- Page views by topic in November

- Page views by topic in Nov 1-Dec 15 (visitors viewed many resources)

[Print Visitors Report for readywisconsin.wi.gov](#) [Back](#)



[Print Page Views Report for readywisconsin.wi.gov](#) [Back](#)



[Print Pages Report for readywisconsin.wi.gov](#) [Back](#)

| Page | Requests | Avg. Time | Req % | Time % |
|---|----------|-----------|-------|--------|
| / (home page) | 10626 | 00:47 | 31.31 | 1.00 |
| /winter/HowToWin.asp | 3731 | 00:34 | 10.99 | 0.72 |
| /kit/GetKit.asp | 3316 | 01:08 | 9.77 | 1.44 |
| /winter/trivia.asp | 2979 | 01:10 | 8.78 | 1.48 |
| /winter/Kenseth.asp | 2164 | 00:41 | 6.38 | 0.87 |
| /Informed/Informed.asp | 1665 | 01:09 | 4.91 | 1.46 |
| /winter/HowToMakeAKit.asp | 1511 | 01:30 | 4.45 | 1.91 |
| /default.asp | 1486 | 00:41 | 4.38 | 0.87 |
| /Plan/Plan.asp | 889 | 01:13 | 2.62 | 1.55 |
| /frm/About.asp | 605 | 00:47 | 1.78 | 1.00 |
| /winter/winter_weather_facts.asp | 520 | 01:07 | 1.53 | 1.42 |
| /STEP/default.asp | 405 | 00:55 | 1.19 | 1.17 |
| /frm/ReadyWisconsin.xml | 272 | 00:20 | 0.80 | 0.42 |
| /news/2010Thanksgiving.asp | 238 | 02:40 | 0.70 | 3.39 |
| /Resources/Manager_Resources.asp | 232 | 01:12 | 0.68 | 1.53 |
| /frm/fag.asp | 207 | 00:54 | 0.61 | 1.14 |
| /Resources/media.asp | 205 | 01:17 | 0.60 | 1.63 |
| /Resources/Public_Resources.asp | 191 | 01:38 | 0.56 | 2.08 |
| /Resources/Teacher_Resources.asp | 187 | 01:02 | 0.55 | 1.31 |
| /frm/contact.asp | 186 | 01:19 | 0.55 | 1.67 |
| /Kit/GetKit.asp | 179 | 01:27 | 0.53 | 1.84 |
| /news/2010_Preparedness_Survey.asp | 160 | 01:31 | 0.47 | 1.93 |
| /frm/sitemap.asp | 156 | 00:58 | 0.46 | 1.23 |
| /Resources/Children_Resources.asp | 150 | 01:31 | 0.44 | 1.93 |
| /frm/rss.asp | 146 | 00:46 | 0.43 | 0.97 |
| /preparedness/trivia.asp | 134 | 00:43 | 0.39 | 0.91 |
| /frm/links.asp | 132 | 01:07 | 0.39 | 1.42 |
| /informed/informed.asp | 122 | 00:43 | 0.36 | 0.91 |
| /news/2010Christmas.asp | 102 | 01:11 | 0.30 | 1.50 |
| /preparedness/default.asp | 92 | 01:43 | 0.27 | 2.18 |
| /winter/HowToBuy.asp | 88 | 02:24 | 0.26 | 3.05 |
| /searchresults.asp | 84 | 00:28 | 0.25 | 0.59 |
| /news/2010_Heavy_Rains_Flooding.asp | 77 | 00:48 | 0.23 | 1.02 |
| /calendar/default.asp | 64 | 02:23 | 0.19 | 3.03 |
| /Informed/Wildfire_before.asp | 63 | 00:26 | 0.19 | 0.55 |
| /STEP/backpack.asp | 60 | 01:21 | 0.18 | 1.72 |

| Page | Requests | Avg. Time | Req % | Time % |
|---|----------|-----------|-------|--------|
| /media/pdf/Tornado+Safety+Key.html | 50 | 02:08 | 0.15 | 2.71 |
| /media/pdf/Tornado+Interactive.html | 48 | 04:26 | 0.14 | 5.64 |
| /Informed/Wildfire_during.asp | 48 | 00:38 | 0.14 | 0.81 |
| /Informed/wildfire_prepare.asp | 46 | 02:08 | 0.14 | 2.71 |
| /news/Preparedness_Information.asp | 46 | 00:54 | 0.14 | 1.14 |
| /Informed/Wildfire_Prepare.asp | 45 | 00:53 | 0.13 | 1.12 |
| /Involved/GetInvolved.asp | 36 | 02:04 | 0.11 | 2.63 |
| /Informed/wildfire_before.asp | 35 | 01:48 | 0.10 | 2.29 |
| /preparedness/outreach.asp | 31 | 03:44 | 0.09 | 4.75 |
| /Informed/wildfire_during.asp | 29 | 00:50 | 0.09 | 1.06 |
| /Informed/Wildfire_prepare.asp | 28 | 00:58 | 0.08 | 1.23 |
| /preparedness/kit.asp | 20 | 02:42 | 0.06 | 3.43 |
| /STEP | 11 | 00:01 | 0.03 | 0.02 |
| /winter/kenseth.asp | 8 | 00:01 | 0.02 | 0.02 |
| /winter/howtowin.asp | 7 | 07:44 | 0.02 | 9.83 |
| /news/2010_Wisconsin_Heat_Awareness.asp | 5 | 04:14 | 0.01 | 5.38 |
| /preparedness | 3 | 00:06 | 0.01 | 0.13 |
| /news/2010christmas.asp | 2 | 00:01 | 0.01 | 0.02 |
| / | 2 | 00:01 | 0.01 | 0.02 |
| /sitemap.xml | 2 | 00:01 | 0.01 | 0.02 |
| /media/docs | 2 | 00:01 | 0.01 | 0.02 |
| /winter/images | 1 | 00:01 | 0.00 | 0.02 |
| /googlede5f4fbf5890c776.html | 1 | 00:01 | 0.00 | 0.02 |
| /winter/howtomakeakit.asp | 1 | 00:01 | 0.00 | 0.02 |
| /winter/HowToWin.Asp | 1 | 01:38 | 0.00 | 2.08 |

[Print Pages Report for readywisconsin.wi.gov](#) [Back](#)

| Page | Requests | Avg. Time | Req % | Time % |
|---|----------|-----------|-------|--------|
| / (home page) | 13405 | 00:49 | 31.85 | 0.97 |
| /winter/HowToWin.asp | 4144 | 00:36 | 9.85 | 0.71 |
| /kit/GetKit.asp | 3934 | 01:10 | 9.35 | 1.38 |
| /winter/trivia.asp | 3327 | 01:07 | 7.91 | 1.32 |
| /winter/Kenseth.asp | 2468 | 00:42 | 5.86 | 0.83 |
| /Informed/Informed.asp | 2153 | 01:11 | 5.12 | 1.40 |
| /winter/HowToMakeAKit.asp | 1971 | 01:25 | 4.68 | 1.68 |
| /default.asp | 1798 | 00:42 | 4.27 | 0.83 |
| /Plan/Plan.asp | 1162 | 01:23 | 2.76 | 1.64 |
| /winter/winter_weather_facts.asp | 909 | 00:58 | 2.16 | 1.14 |
| /frm/About.asp | 754 | 00:51 | 1.79 | 1.01 |
| /STEP/default.asp | 484 | 00:51 | 1.15 | 1.01 |
| /frm/ReadyWisconsin.xml | 372 | 00:20 | 0.88 | 0.39 |
| /Resources/Manager_Resources.asp | 319 | 01:11 | 0.76 | 1.40 |
| /news/2010Christmas.asp | 294 | 01:29 | 0.70 | 1.76 |
| /Resources/media.asp | 265 | 01:23 | 0.63 | 1.64 |
| /frm/fag.asp | 264 | 00:58 | 0.63 | 1.14 |
| /news/2010Thanksgiving.asp | 257 | 02:38 | 0.61 | 3.12 |
| /Resources/Public_Resources.asp | 257 | 01:28 | 0.61 | 1.74 |
| /frm/contact.asp | 255 | 01:14 | 0.61 | 1.46 |
| /Resources/Teacher_Resources.asp | 239 | 01:04 | 0.57 | 1.26 |
| /news/2010_Preparedness_Survey.asp | 220 | 01:29 | 0.52 | 1.76 |
| /Kit/GetKit.asp | 211 | 01:32 | 0.50 | 1.82 |
| /frm/sitemap.asp | 211 | 00:52 | 0.50 | 1.03 |
| /winter/HowToBuy.asp | 202 | 01:57 | 0.48 | 2.31 |
| /Resources/Children_Resources.asp | 200 | 01:39 | 0.48 | 1.95 |
| /frm/rss.asp | 195 | 00:48 | 0.46 | 0.95 |
| /frm/links.asp | 180 | 01:22 | 0.43 | 1.62 |
| /preparedness/trivia.asp | 160 | 00:42 | 0.38 | 0.83 |
| /informed/informed.asp | 150 | 00:38 | 0.36 | 0.75 |
| /preparedness/default.asp | 123 | 01:30 | 0.29 | 1.78 |
| /news/2010_Heavy_Rains_Flooding.asp | 107 | 00:54 | 0.25 | 1.07 |
| /searchresults.asp | 104 | 00:33 | 0.25 | 0.65 |
| /calendar/default.asp | 91 | 01:41 | 0.22 | 1.99 |
| /news/coldweather.asp | 76 | 00:32 | 0.18 | 0.63 |
| /STEP/backpack.asp | 76 | 01:17 | 0.18 | 1.52 |

| Page | Requests | Avg. Time | Req % | Time % |
|---|----------|-----------|-------|--------|
| /Informed/Wildfire_before.asp | 74 | 00:34 | 0.18 | 0.67 |
| /Informed/wildfire_prepare.asp | 66 | 01:36 | 0.16 | 1.89 |
| /news/Preparedness_Information.asp | 65 | 00:45 | 0.15 | 0.89 |
| /media/pdf/Tornado+Safety+Key.html | 64 | 02:11 | 0.15 | 2.58 |
| /Informed/Wildfire_during.asp | 62 | 00:55 | 0.15 | 1.09 |
| /media/pdf/Tornado+Interactive.html | 60 | 04:08 | 0.14 | 4.89 |
| /Informed/Wildfire_Prepere.asp | 58 | 01:13 | 0.14 | 1.44 |
| /Involved/GetInvolved.asp | 50 | 02:07 | 0.12 | 2.51 |
| /Informed/wildfire_before.asp | 46 | 01:38 | 0.11 | 1.93 |
| /preparedness/outreach.asp | 40 | 03:16 | 0.10 | 3.87 |
| /preparedness/kit.asp | 39 | 02:40 | 0.09 | 3.16 |
| /Informed/wildfire_during.asp | 36 | 00:40 | 0.09 | 0.79 |
| /Informed/Wildfire_prepare.asp | 32 | 01:08 | 0.08 | 1.34 |
| /STEP | 12 | 00:01 | 0.03 | 0.02 |
| /winter/kenseth.asp | 10 | 00:01 | 0.02 | 0.02 |
| /winter/howtowin.asp | 7 | 07:44 | 0.02 | 9.16 |
| /media/docs | 4 | 00:01 | 0.01 | 0.02 |
| /news/2010_Wisconsin_Heat_Awareness.asp | 4 | 05:18 | 0.01 | 6.27 |
| /preparedness | 3 | 00:01 | 0.01 | 0.02 |
| /kit/getkit.asp | 3 | 00:06 | 0.01 | 0.12 |
| /kit/getkit.asp | 2 | 05:45 | 0.00 | 6.81 |
| /sitemap.xml | 2 | 00:01 | 0.00 | 0.02 |
| /winter/images | 2 | 00:01 | 0.00 | 0.02 |
| /googlede5f4fbf5890c776.html | 2 | 00:01 | 0.00 | 0.02 |
| /news/2010christmas.asp | 2 | 00:01 | 0.00 | 0.02 |
| /winter/howtomakeakit.asp | 1 | 00:01 | 0.00 | 0.02 |
| /winter/HowToWin.Asp | 1 | 01:38 | 0.00 | 1.93 |



Winter Weather Awareness Campaign Update

Conclusion: This campaign reached every corner of the state from Solon Springs to Beliot, from Hudson to Kewaunee and every place else in between. The message of winter preparedness blanketed Wisconsin in November / December 2010.

Most people heard about our ReadyWisconsin website and the Trivia Challenge/Kit Giveaway by seeing a Television Ad. But they also heard about it on radio and many sources including media websites, Matt Kenseth's webpage, private sector newsletters and emails, government newsletters and emails and just by word of mouth from friends and family.

Our partnership with Matt Kenseth and Roush Racing was a win/win. Matt volunteered his time to make the PSA and Roush Racing allowed us to use his logo and signature on the ice scrapers at no cost. WEM and ReadyWisconsin were connected to a respected and trusted source of information. Matt gained additional exposure and good will across the state.

Our mission is to educate and empower the people of Wisconsin to Prepare for and respond to emergencies, in this case winter emergencies. We also want to improve the exposure of Wisconsin Emergency Management and emergency messaging across the state. This campaign reached those goals.

A huge thanks to everyone who helped make this happen!